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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:		Official
	Phillip Y. Goldman, et al.	PECETVIETI (3///3)
Serial No:	09/264,432	) Art Unit
Filed:	March 8, 1999	)
Confirmation No.:	3073	) }
For:	SYSTEM AND METHOD OF INSERTING ADVERTISEMENTS INTO AN INFORMATION RETRIEVAL SYSTEM DISPLAY	) ) )
Examiner:	Scott E. Beliveau	, )

## AMENDMENT "B"

Box Responses Assistant Commissioner for Patents Washington, DC 20231

Dear Sir:

Responsive to the Office Action dated December 18, 2002 (paper No. 12), Applicants respectfully request entry of the following amendments and reconsideration of the pending claims in view of the matters discussed at the Examiner Interview of February 25, 2003, and the further remarks herein.

This Amendment is made pursuant to the permissive rules announced on Jan. 31, 2003 (see <a href="http://www.uspto.gov/web/offices/pac/dapp/opla/preognotice/revamdtprac.htm">http://www.uspto.gov/web/offices/pac/dapp/opla/preognotice/revamdtprac.htm</a>).